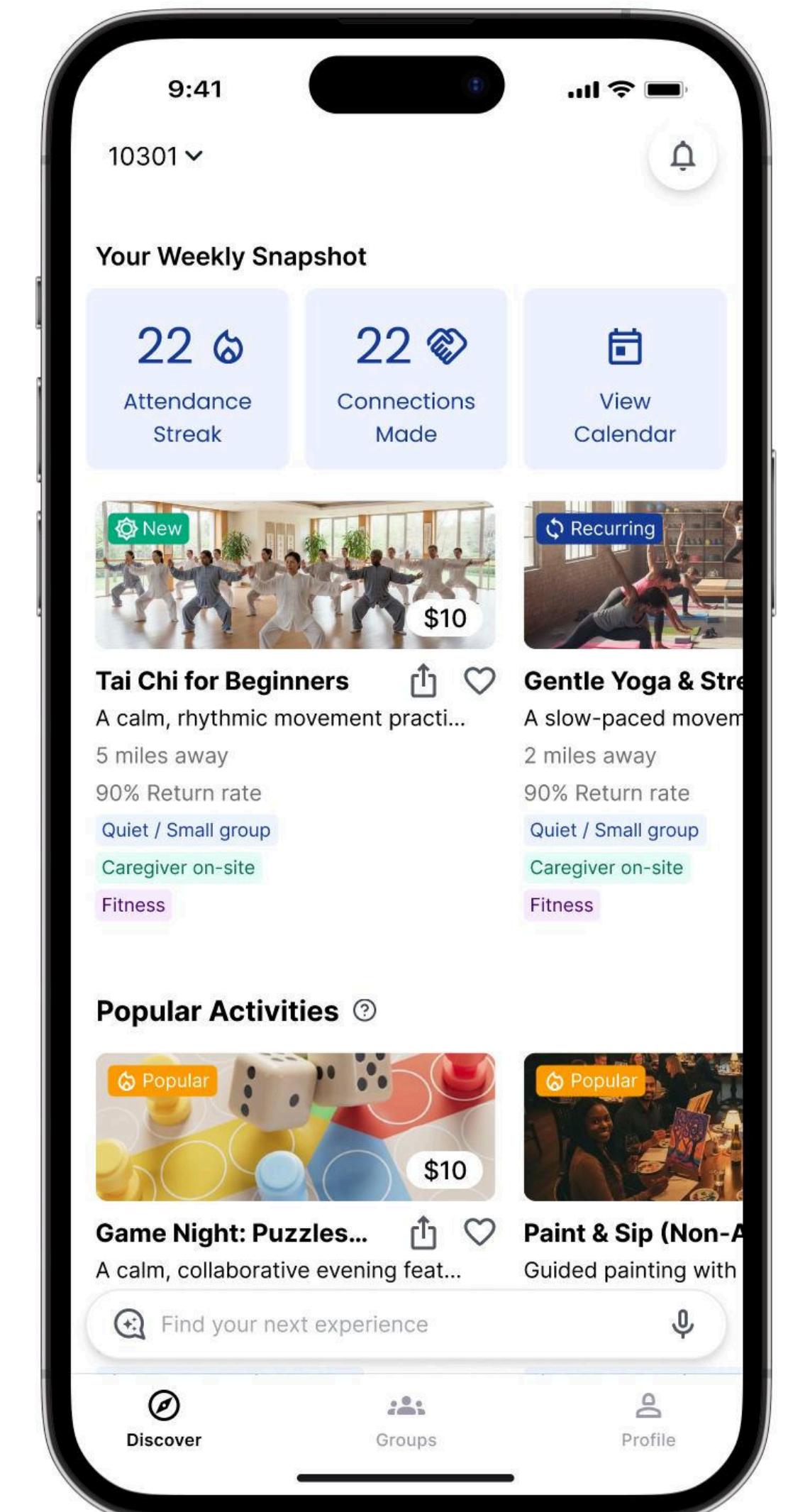
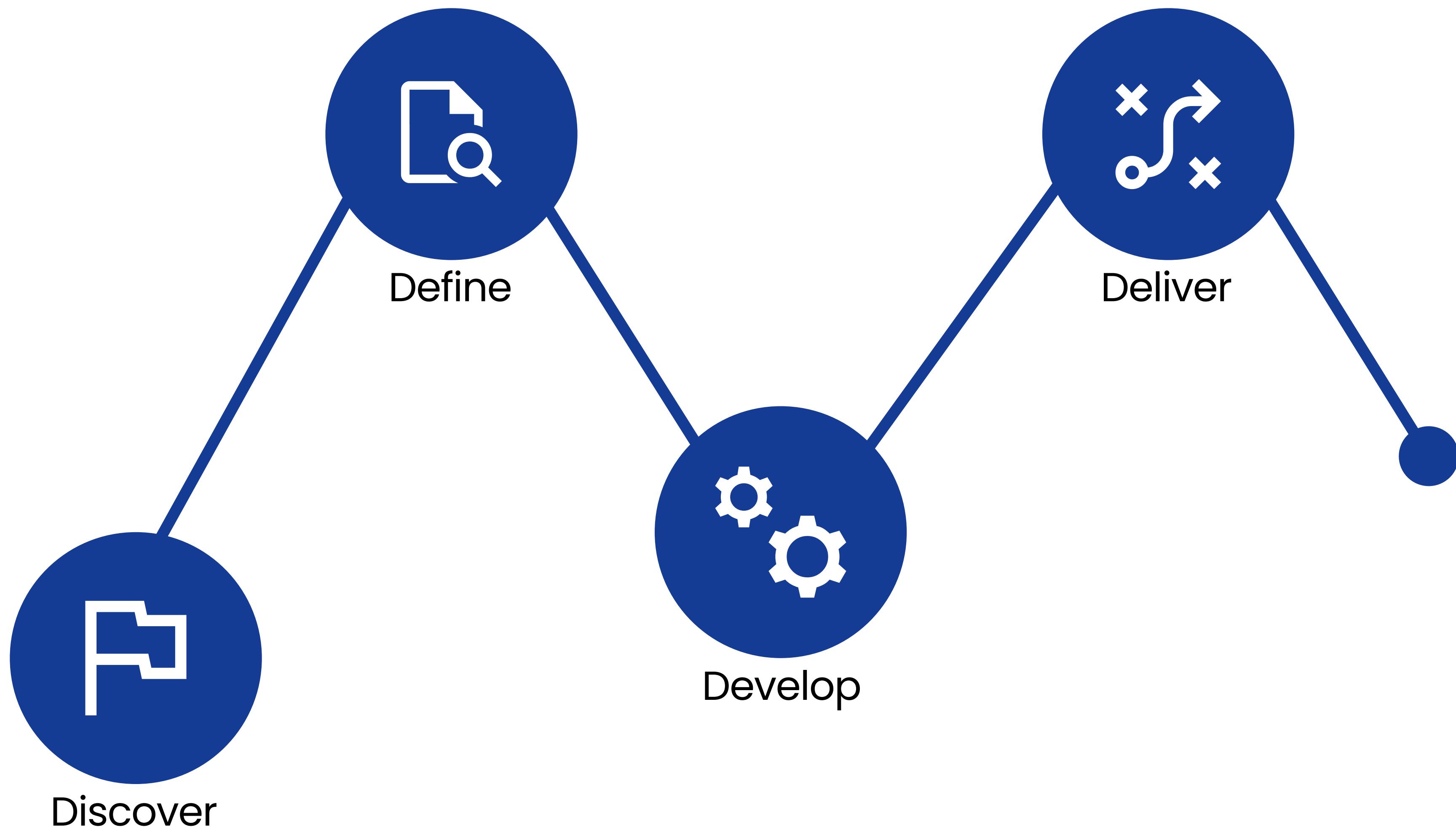


A'Milli

Connecting Millennials into friends,
One experience at a time.



Overview



Strategy & Timeline

Weeks 1-3

Discover

- Identify problem
- Problem statement
- Interviews
- Gather insights
- Competitive analysis
- Mind mapping
- Affinity mapping



Weeks 5-7

Develop

- Brand design
- Wireframing + prototyping
- Usability testing
- Update wireframes from research feedback
- Usability testing insights



Define

- Value proposition
- Current and future persona creation
- User journey
- User stories
- Ideation sketching
- User flow creation

Weeks 3-5

Deliver

- Solidify concept
- Revise high-fidelity prototype
- Capstone report
- Presentation
- Portfolio case study

Weeks 7-8



Why this problem exists and why it matters

Millennials struggle to find affordable, safe, and emotionally authentic community experiences that fit unpredictable schedules and reflect their lifestyles.

Discover



What anonymous people are saying

Research Goal: To understand what could reduce isolation, increase weekly social/ recreational touchpoints and improve self-reported well-being

Target Audience: Male and female, Ages 25-44



On recurring community vs one-off events

“Having recurring events I can look forward to each week with other people who are similar ages and interests.”



On minimizing gatekeeping

A lot of times when I join a group already established there is a bit of gatekeeping or status quo that's difficult to break into.”



On psychological safety and non-judgment

“Knowing that I won't be judged, encountering people who are similar to me and share some interests.”



On belonging through repetition

“Meeting people that share the same interests and seeing the same people repeatedly in order to make real connections.”



On similar life-stage

“Knowing there are people my age with a similar lifestyle. In my 40s, I won't feel I belong if it is full of 28-30 year olds. Different life phases.”



On organic connection (not transactional)

“I think social connection must happen organically... creating opportunities for conversation to flow between strangers is key.”

Insight signals

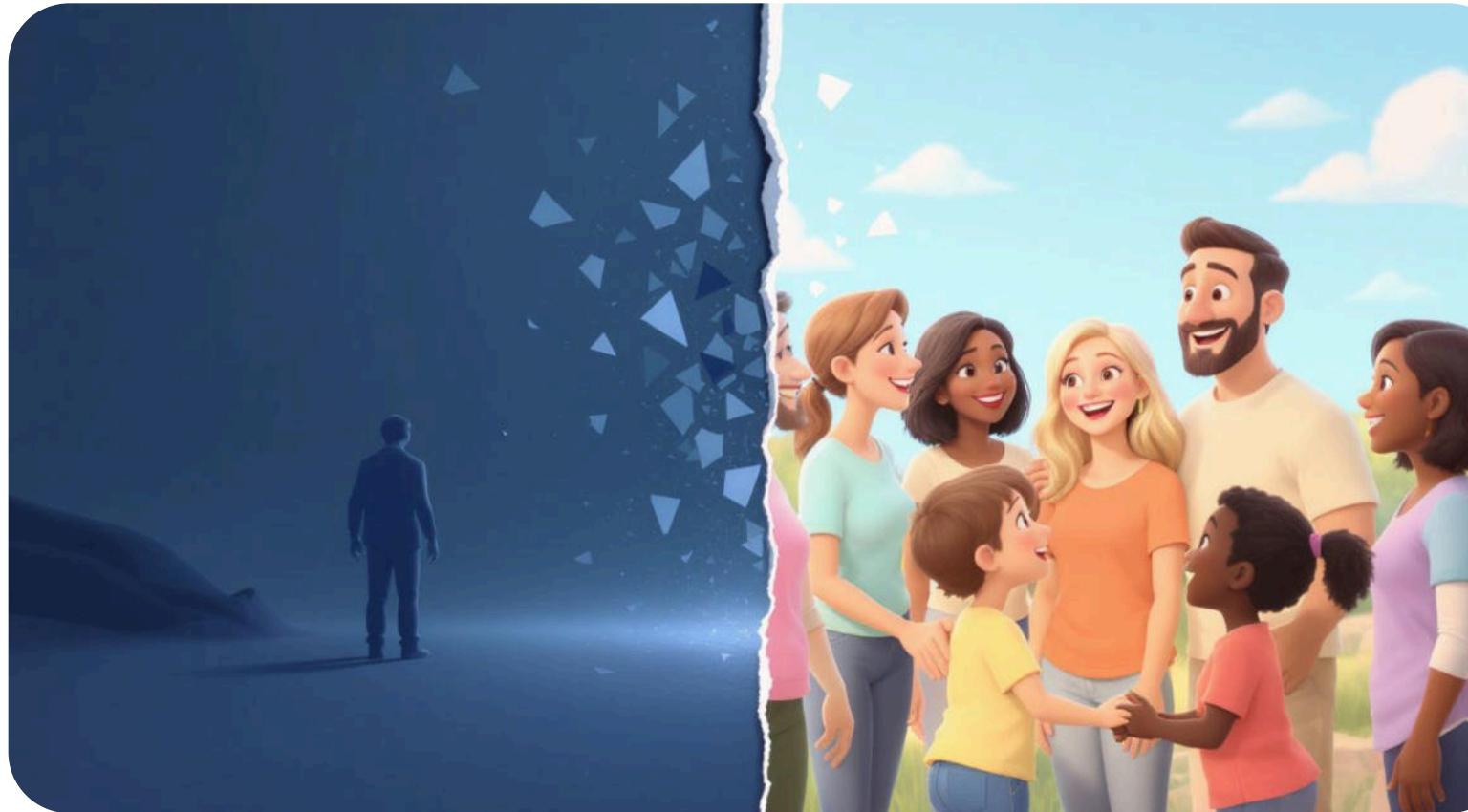
Profound Disconnection in the Digital Age



70% of millennials describe loneliness as a recurring state
(Lucero et al., 2020).

Research shows most millennials feel **disconnected**, even while being the most digitally connected generation in history. They **crave real belonging**, but **face barriers** that seem small until you add them up: **cost, time, and the fear of showing up alone.**

Fragmented Experiences vs. Sustained Community



Socio-spatial studies link belonging directly to improved emotional health
(Walia & Jasrotia, 2021).

Current platforms focus on event discovery rather than **fostering lasting connections**. They rarely translate into the **sustained communities** or **trusted spaces** where **authentic belonging** can truly flourish.

Lack of Inclusive Spaces



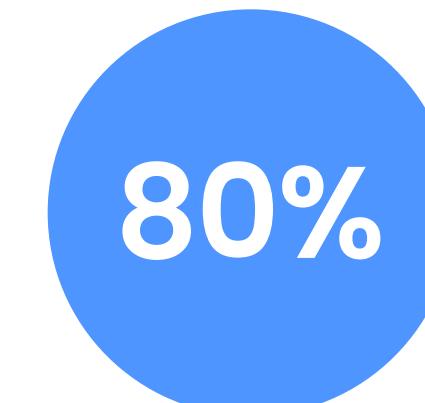
Community hubs improve social and physical well-being when designed inclusively
(Healthcare Journal, 2024).

Millennials need **inclusive, low-pressure spaces**, both digital and physical, that support **recurring social wellness** experiences aligned with their **lifestyles and budgets**.

Moderated user interviews

Target Audience: 2 Male and 4 female, Ages 25-44

Affordability and accessibility as core barriers



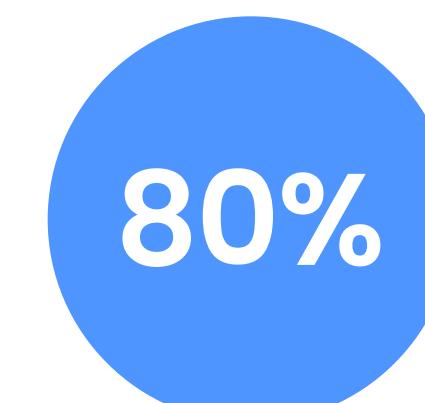
Value shared activities as the foundation of belonging

Emotional safety and authentic environments drive belonging



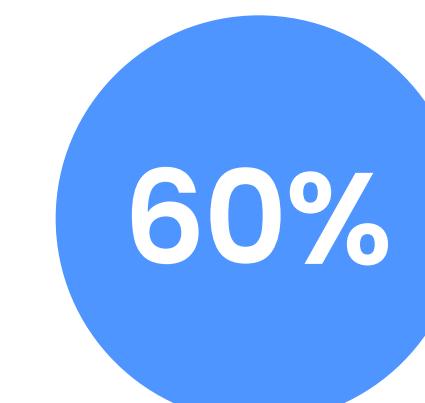
Experience anxiety or intimidation entering new social spaces

Structure reduces social friction and anxiety



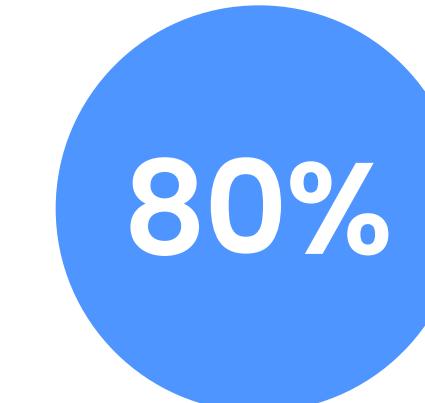
Require flexibility due to work, caregiving, or life load

Consistency and familiar spaces build trust and belonging



Feel current groups fail to foster inclusion

Technology should enable, not replace human connection



prefer organic over forced connection

Competitive analysis



Strengths

- Established user bases & brand recognition
- Clear single-purpose value propositions
- Digital-first access and coordination

Weaknesses

- Fragmented experiences
- Transactional, not relational
- Lack of inclusive, millennial-centered design
- No consistent physical "home base"

Opportunities

- Create an integrated third space
- Design for real millennial constraints
- Shift from novelty to continuity
- Emphasize psychological safety and inclusivity
- Own the "belonging layer"

Threats

- Incumbent expansion
- Price sensitivity
- User fatigue with platforms
- Local community centers modernizing

Uncovering the value

Category key

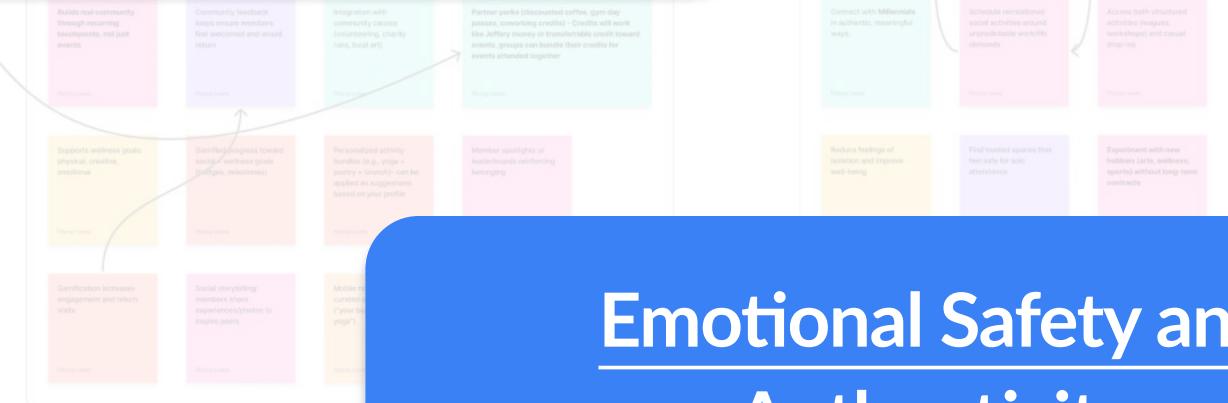


Affordability and Access

Cost and convenience are critical entry barriers.

Millennials want to participate but cannot justify expensive memberships or time-intensive commitments that do not align with unpredictable schedules

include Personable integration so people wont feel like its not curated to them



Customer profile

Price

Time

Location

Personable

Integration

Convenience

Authenticity

Community

Local

Proximity

Flexibility

Personalization

Automation

Integration

Authenticity

Community

Local

Proximity

Define



The valuable proposition

| Existing Gaps | A'Milli Advantage |
|---|---|
| From Fragmented Events One-off, disconnected experiences with no follow-through | To Integrated Hub Digital and physical recreation ecosystem that builds continuity |
| From High Cost of Memberships Expensive memberships that exclude budget-conscious users | To Flexible Access Tiered pay-per-event model with community credits |
| From Awkward Starts Uncomfortable first meetings with no support structure | To Guided Connection Built-in buddy system and host-led introductions |
| From Poor Moderation Lack of inclusivity and safety | To Verified Communities Verified hosts, moderated spaces, equity-driven design |
| From Fragmented Tools Digital fatigue | To All-In-One Discoveries Real-world events with hybrid pop-up options and connection |
| From One-off Events Lack of continuity | To Habit-forming Recurring Rituals Recurring activities, creative clubs, and “return rituals” |

How might we create affordable, low-pressure community experiences, that help millennials build real connection, despite unpredictable schedules and social anxiety?



Jordan Matthews (he/him)

🎯 Goals

- Find affordable, low-pressure ways to stay active and social
- Build genuine friendships outside of work circles
- Participate in creative or wellness-based group activities that reduce stress

❤️ Needs

- Quickly discover events near home or work that match personal interests
- Attend flexible, drop-in style classes or pop-ups without long term commitments
- Connect with people who share similar life stages (late 20s -30's professionals)
- Access inclusive and safe spaces where socializing feels natural, not forced

"As a creative professional in my 30's, I want affordable memberships and drop-in options, so I can stay active and connected without financial strain."

Age: 33

Location: Brooklyn, New York

Occupation: Full-time Product Analyst

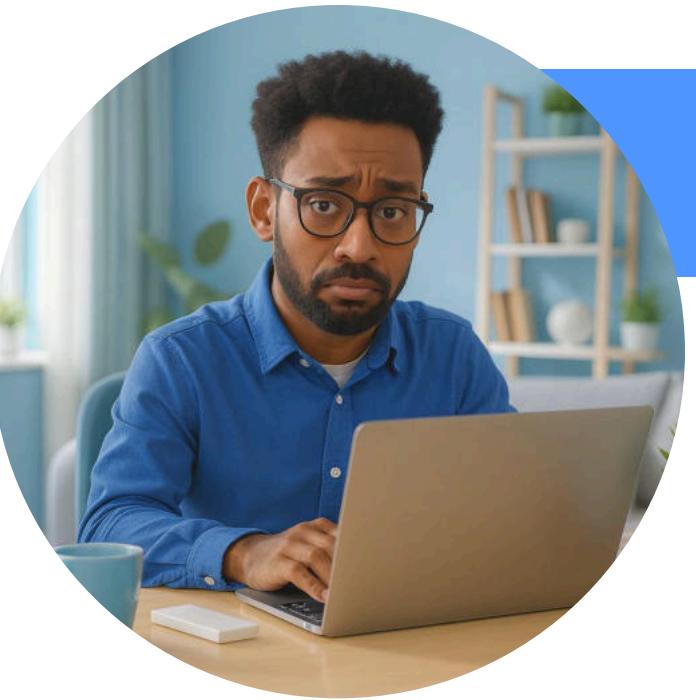
Lifestyle: Works long hours, often remote, Seeks balance through creative and physical outlets

💔 Pain points

- Feels awkward meeting new people. Networking apps feel artificial and sometimes forced
- Gym environments feel transactional and isolating
- Work schedule limits consistent attendance, misses events due to timing or cost
- Current apps (e.g. Meet up, ClassPass) lack continuity, feels like "starting over" each time

🧠 Behavioral patterns

- Uses digital tools like Meetup and Reddit for discovery, but rarely follows through
- Prioritizes affordability, prefers pay-per-event or tiered memberships
- Prefers structured but casual events (e.g. basketball league + post-game socials)
- Engages most when apps simplify planning and reduce friction



Current State User Journey: Jordan Matthews

Scenario

Jordan wants to stay active and meet like-minded millennials after long remote-work days. He wants affordable, low-pressure activities (creative or fitness) but feels anxious showing up alone. He uses digital tools like Meetup and Reddit, but rarely follows through because nothing feels predictable, inclusive, or consistent.

Expectations

- Affordable, transparent pricing without long-term commitments.
- Age-aligned, inclusive, emotionally safe environments.
- Light structure (icebreakers, hosts, guided flow) to reduce awkwardness.
- Clear event details: vibe, crowd, schedule, location.
- Recurring groups, not one-off events, to build routine and familiarity.

Phase

Thinking

Realizing the Need

Realizing he wants to be more active and social

- "What can I do after work that won't feel draining?"
- "What's happening near me?"
- "Is it affordable?"

Doing

He searches multiple platforms for activity ideas and saves options to revisit later.

Comparing Options

Comparing options but hesitating to commit

- "Will this be awkward if I go alone?"
- "Do these people share my energy or interests?"
- "Is this worth the time and money?"

Last-Minute Decisions

Deciding whether to attend

- "Will this actually help me connect?"
- "After a long workday, will this feel worth it?"
- "Is drop-in pricing clear?"

Feeling



Interested but cautious



Uncertain - Overthinking



Frustrated



Awkward (at first)



Disconnected

Pain Points

- Discovery is scattered across multiple platforms.
- Hard to read whether a space is inclusive or mature.

Opportunities

Centralized event discovery tailored to cost, location, and vibe.

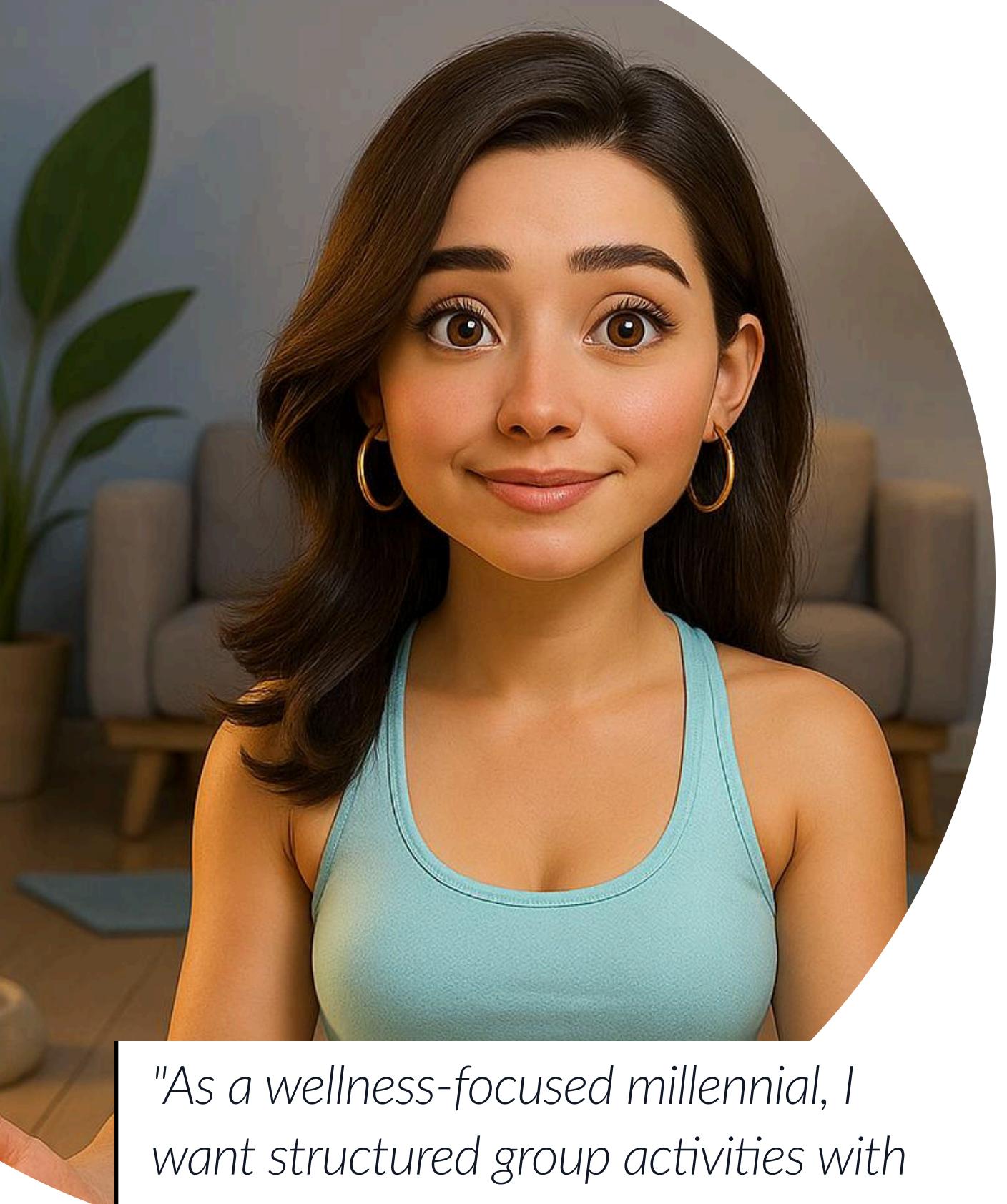
Preview attendees, group norms, and structure.

Clear pricing, flexible cancellation, low-friction booking.

- No host or guided introduction.
- Variable event quality depending on organizer.
- Hard to connect organically.

- Light icebreakers, hosts and activity-driven connection prompts (buddy prompts).
- Ensure activity-driven social interaction.

- Recurring weekly/monthly events with a predictable structure.
- Post-event follow-ups that build familiarity.



Monique Alvarez (she/her)

🎯 Goals

- Reconnect with peers through creative, wellness, or social activities that align with her lifestyle and values
- Find consistent, welcoming spaces to unwind and meet others without the pressure of exclusivity
- Maintain emotional well-being and prevent burnout through regular group engagement

💔 Pain points

- Feels out of place in younger dominated social groups or high-intensity fitness spaces
- Struggles to find age appropriate, affordable community programs nearby
- Online networks feel fragmented and lack real continuity
- Balancing time between work, caregiving, and personal wellness limits participation

"As a wellness-focused millennial, I want structured group activities with light icebreakers, so I can connect naturally without forced interaction."

Age: 40

Location: Redbank, New Jersey

Occupation: Freelance Consultant/ wellness coach

Lifestyle: Balances remote freelance work, family obligations, and self-care. Actively seeks meaningful social outlets that feel mature, inclusive, and affordable.

❤️ Needs

- Discover affordable, nearby recreation options that fit into a flexible schedule
- Join activities that mix fitness, creativity, and casual connection (e.g. yoga, art nights, community dinners)
- Participate in recurring events that attract peers in her age range, not just younger millennials
- Access safe, inclusive, and well-moderated spaces that feel authentic and intergenerationally respectful

togroup Behavioral patterns

- Uses Meetup or Facebook Groups to explore events but often finds them inconsistent or cliquish
- Prefers flexible pay-per-session models over rigid memberships
- Attends yoga and art classes irregularly, consistency depends on scheduling convenience
- Values inclusive, safe environments with visible diversity and community guidelines
- Most engaged when interactions feel organic, facilitated through shared activities, not forced networking



Current State User Journey: Monique Alvarez

Scenario

Monique wants to reconnect with peers through creative and wellness-based activities, ideally in mature, inclusive, and consistent spaces. Her freelance schedule and caregiving responsibilities make it difficult to commit regularly. She browses Meetup and Facebook Groups but often finds events too inconsistent, too young-skewing, or lacking the structure she needs to feel comfortable attending alone.

Expectations

- Activities that feel age-appropriate, calm and inclusive
- Transparent pricing, flexible drop-in options
- Light structure (guided intros, warm-ups) without forced networking
- Recurring groups where familiar faces return
- Safe environments with visible diversity and clear community norms

Phase

Thinking

Realizing the Need

Realizes she needs a social/wellness outlet

- "I need something consistent where I won't feel out of place."
- "What's happening near me that fits my schedule and caregiving needs?"

Doing

She browses multiple platforms for age-appropriate activities and checks if they fit her schedule.

Evaluating the Activity

Evaluating whether an event is right for her

- "Will I feel comfortable as a 40-year-old here?"
- "Is it slow-paced and well moderated?"
- "Will anyone be in my life stage?"

Feeling



Curious but Cautious

Pain Points

- Discovery feels fragmented across apps.
- Hard to find mature, inclusive groups for people in their late 30s-40s.
- Difficulty trusting whether a space will feel safe or match her pace.

Opportunities

- Consolidate adult-friendly recreation in one place.
- Show age range, structure, vibe, and emotional safety signals upfront.

Decision

Deciding whether to attend or cancel

- "Do I have the energy after work and caregiving?"
- "Is this worth the drive?"
- "I don't want to waste money on something that feels uncomfortable."

She tentatively plans to attend but often cancels unless the event feels easy, local, and low-pressure.

Assessing Comfort and Fit

Attending the event

- "I hope they're friendly."
- "Please don't make us do forced networking."
- "I hope the age range isn't too young."

She attends cautiously and participates mainly when the environment feels structured and welcoming.

Return or Disengage

Reflecting and deciding to return or not

- "The class was fine, but will I ever see these people again?"
- "Is this worth becoming part of my routine?"

She lightly follows up online but rarely returns unless the event offers consistency and belonging.



Awkward (at first)



Disconnected

- No host, makes things feel unclear how to engage at the start.
- No gentle entry points (warm-ups, guided intros).
- Too youthful or unstructured environments feel out of place.

- Facilitated welcome with light icebreakers.
- Gentle reminders and easy cancellations.
- Attend-with-a-friend options**

- No follow-up communication.
- No repeat faces, each event feels like starting over.
- Hard to build meaningful connections without structure or consistency.

- Build recurring group sessions.
- Offer post-event prompts and next-session invites.
- Provide ways to stay connected with people she met.

The future?



Interested but cautious



Curious but Cautious



Future State User Journey: Jordan Matthews with A'Milli

Scenario

After long remote-work days, Jordan wants chill, affordable activities where he can meet like-minded millennials without awkwardness. He opens A'Milli to find a creative or wellness-aligned event for Tuesday evening.

Expectations

- One place to discover, book, and attend events
- Transparent pricing with flexible, low-pressure attendance
- Vibe clarity and attendee previews to reduce uncertainty
- Light structure to reduce awkwardness
- Recurring groups that feel familiar and predictable

Phase

Discovering Activities

Discovering personalized, aligned activities

Doing

He opens A'Milli to view a personalized event feed that includes clear vibe and attendee indicators.

Evaluating Fit

Evaluating fit through clear previews and safety signals

He taps on an event to review clear previews of attendees, host details, activity structure, pricing, safety, and travel information.

Booking

Booking easily with low commitment and support

He books the event quickly and manages it easily with optional calendar updates, reminders, and flexible rescheduling.

Participation

Participating comfortably with light structure and familiarity

He participates in a structured, low-pressure session where the host guides the start and familiar faces are easy to identify.

Retention

Reinforcing connection through recaps and recurring prompts

Thinking

- "What fits my vibe tonight?"
- "I want something chill and creative"

- "Are these my kind of people?"
- "Is the structure right for me?"
- "Will it feel awkward?"

- "This feels doable"
- "If work goes late, I can reschedule with no pressure."

- "This doesn't feel awkward."
- "Everyone seems chill and aligned with the vibe."

- "This felt good, I could actually come back next week."
- "This felt comfortable"

Feeling



Curious, Calmer -
His anxiety is reduced because the vibe is easier to understand



Confident -
The space feels safe, relevant, and structured enough



Relieved -
Less cognitive load because expectations are clear and there are no penalties



Comfortable, engaged -
Belonging starts forming through familiarity and structured flow



Supported, not pressured -
Encouraged by consistency and familiar faces

Pain Points Resolved

- No platform-hopping
- No ambiguity around age fit or tone
- Early clarity about inclusivity and emotional safety

- Uncertainty about attending alone
- Ambiguity about structure
- Worry about unpredictable cost or environment

- High pre-event mental load
- Hesitation tied to schedule unpredictability
- Anxiety about wasted time/money

- No cold start
- Reduced social ambiguity
- Avoidance of forced networking
- More consistent quality across sessions

- No more one-off experiences
- Clear pathways to build routine
- Reinforced sense of connection

Opportunities Delivered

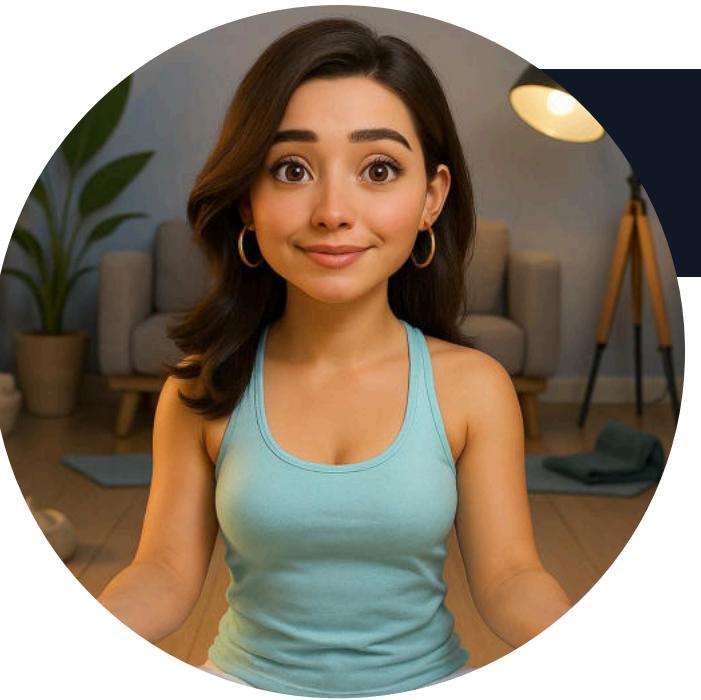
- Real-time vibe cues
- Centralized event discovery

- Host-led introductions
- Clear structure preview
- Safety and inclusivity confirmation

- Flexible drop-in model
- Low-friction booking and cancellation

- Host-led structure
- Natural shared-interest prompts
- Consistent event flow

- Recurring community structure
- Memory of connections
- Gentle re-engagement prompts



Future State User Journey: Monique Alvarez with A'Milli

Scenario

After a long week balancing freelance work and caregiving, Monique wants an age-aligned, calm, structured wellness or creative activity that fits her unpredictable schedule. She opens A'Milli to find something flexible yet consistent that helps her reconnect with peers her age.

Expectations

- Transparent pricing and flexible attendance
- Mature, inclusive spaces that feel emotionally safe
- Recurring sessions with familiar faces
- Light structure (guided intros, gentle flow) without forced networking
- Low-pressure scheduling and minimal cognitive load

Phase

Discovering Activities

A'Milli surfaces the right events automatically

Doing

She opens A'Milli to view a personalized event feed tailored to her preferences and routine.

Getting a Clear Structure

Clear structure removes uncertainty

She taps on an event to review host details, activity structure, attendee previews, safety indicators, pricing, and travel information.

Flexible Design

Flexible design supports her unpredictable schedule

She books quickly and manages the event with optional calendar updates, reminders, and flexible rescheduling.

Eliminating Awkwardness

Structure with hosting eliminates awkwardness

She joins a lightly facilitated, activity-first session that supports natural connection while keeping all social interaction optional.

Continuity

Continuity provides belonging, not one-offs

Thinking

- "These are aligned with my pace."
- "This looks calm and age-appropriate."

- "This has structure, so I won't feel out of place."
- "This is likely a welcoming, well-moderated group."

- "I can commit because I won't be penalized."
- "If things change, I can adjust easily."

- "This is welcoming and paced for me."
- "I don't have to force conversation."

- "I want to come back next week"
- "I'm starting to see familiar faces."

Feeling



Curious, calmer - her anxiety is lowered because the vibe is clear



Confident - She feels the space is safe, relevant and structured enough to join



Relief - She feels less cognitive load and no guilt about flexibility



Awkward at first, Relaxed once immersed
Positive when shared interests arise naturally



Supported, not pressured - Connected, not isolated -
Hopeful about building routine

Pain Points Resolved

- No more fragmented event discovery
- No guessing about age fit or vibe
- No fear of entering high-intensity or youth-dominated spaces

- Uncertainty about environment and structure
- Worry about cliques or age mismatch
- Anxiety about entering without clear flow

- Stress from unpredictable caregiving/freelance schedule
- Fear of wasting money
- Pressure from rigid attendance models

- No host leads to feeling lost at the beginning.
- Forced networking causing discomfort.
- Too youthful or inconsistent environments.

- No continuity in typical "Meetup-like" events.
- No repeat faces leads to no chance to build community.
- No follow-up guidance or sense of progress.

Opportunities Delivered

- "Events for Your Pace" feed
- Vibe and age-range visibility
- Preview of inclusive hosts and norms
- Images showing diverse, adult-centered groups

- Clear agendas and no-pressure activity flow.
- Age-aligned attendee previews.
- Verified inclusivity and safety standards.
- Transparent cost expectations.

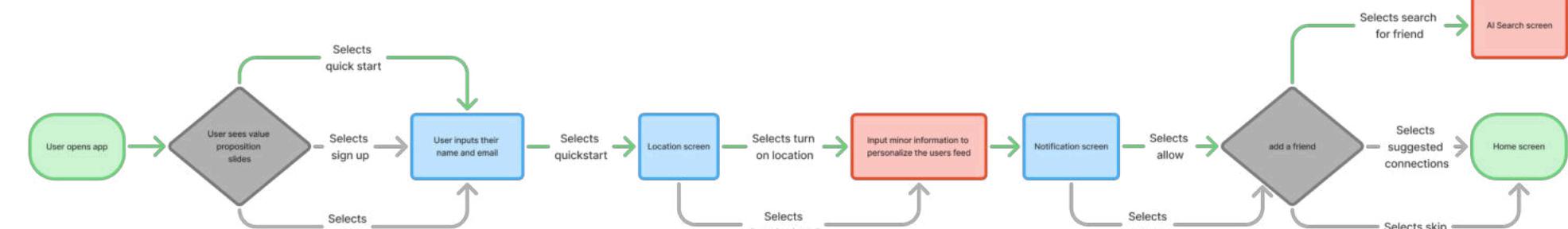
- Flexible drop-in model
- No-penalty cancellations
- Gentle, emotionally safe reminders
- Low-effort scheduling options

- Host-led welcoming ritual.
- Activity-first social design.
- Gentle shared-interest cues.
- Voluntary participation in socializing.

- Recurring events create predictable community rhythm.
- Built-in continuity with returning members.
- Gentle re-engagement prompts.
- Community spaces for slow, steady connection.

Ideation + User Flows

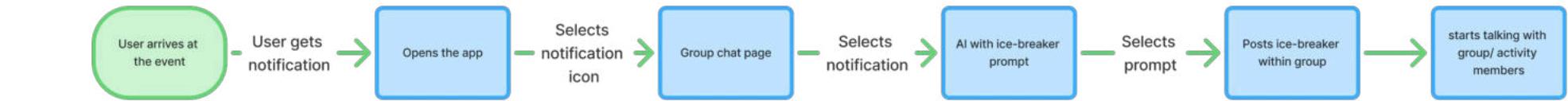
Onboarding - Guided Discovery - First time user



Buddy System and Verified Hosts

Get matched with a buddy before events; trust verified community leaders

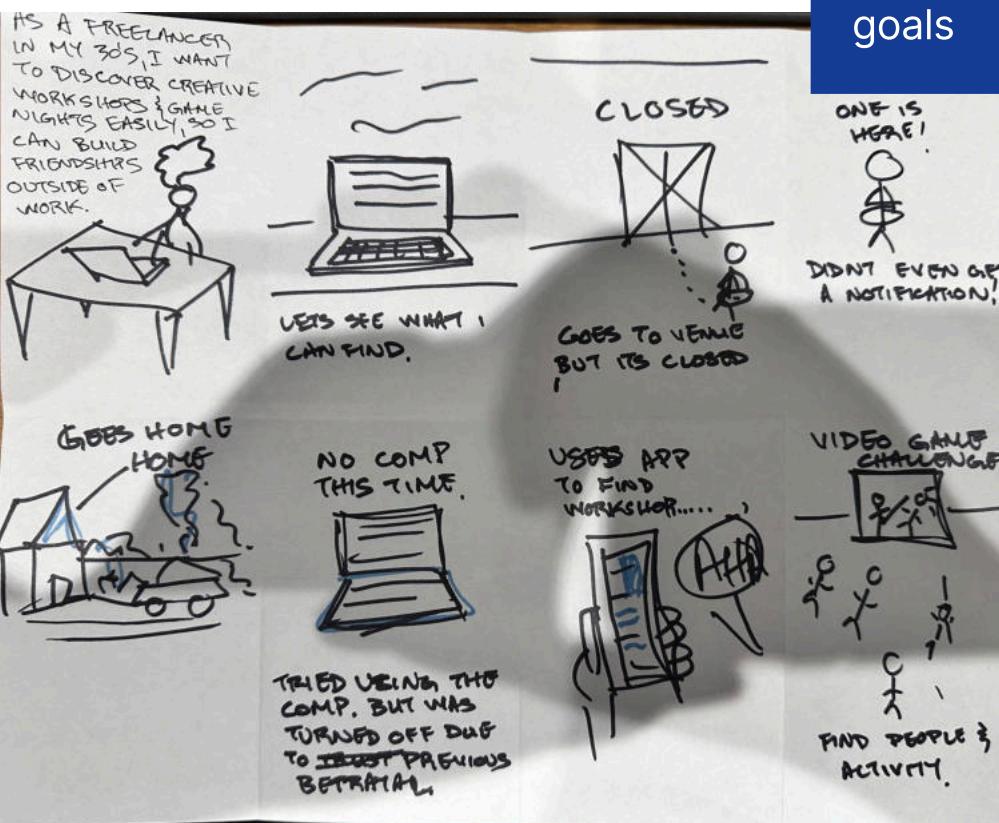
Attending the Event



Tiered Membership and Community Credits

Flexible pricing from drop-in to subscription, earn credits for participation

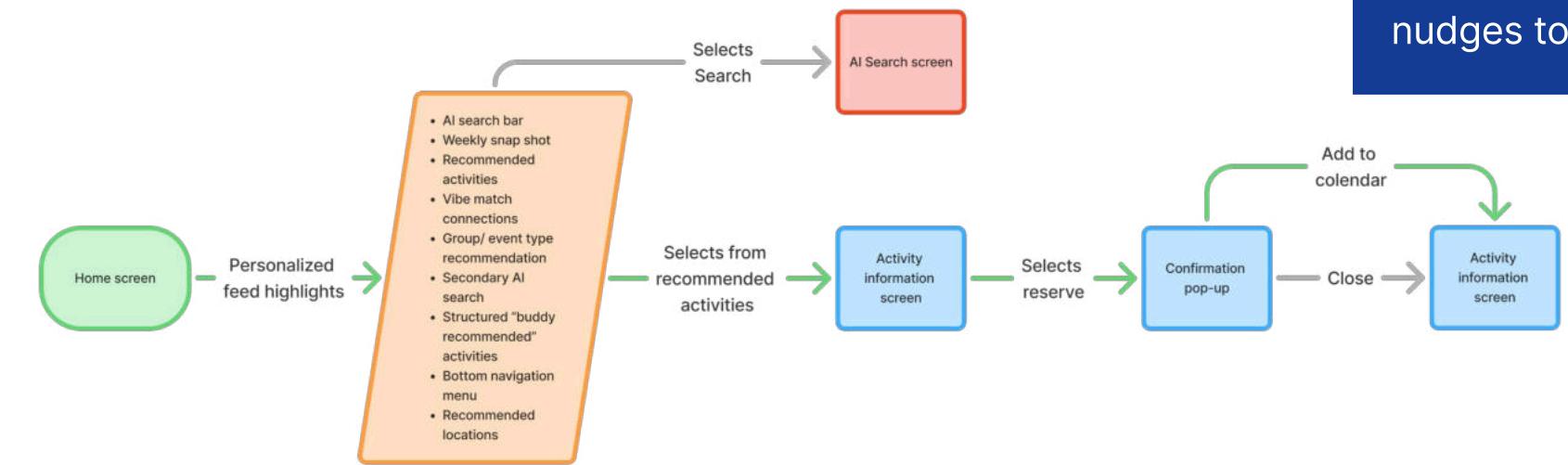
Sketch ideation



Smart Discovery + AI Matchmaking

Personalized event recommendations based on interests, location, and social goals

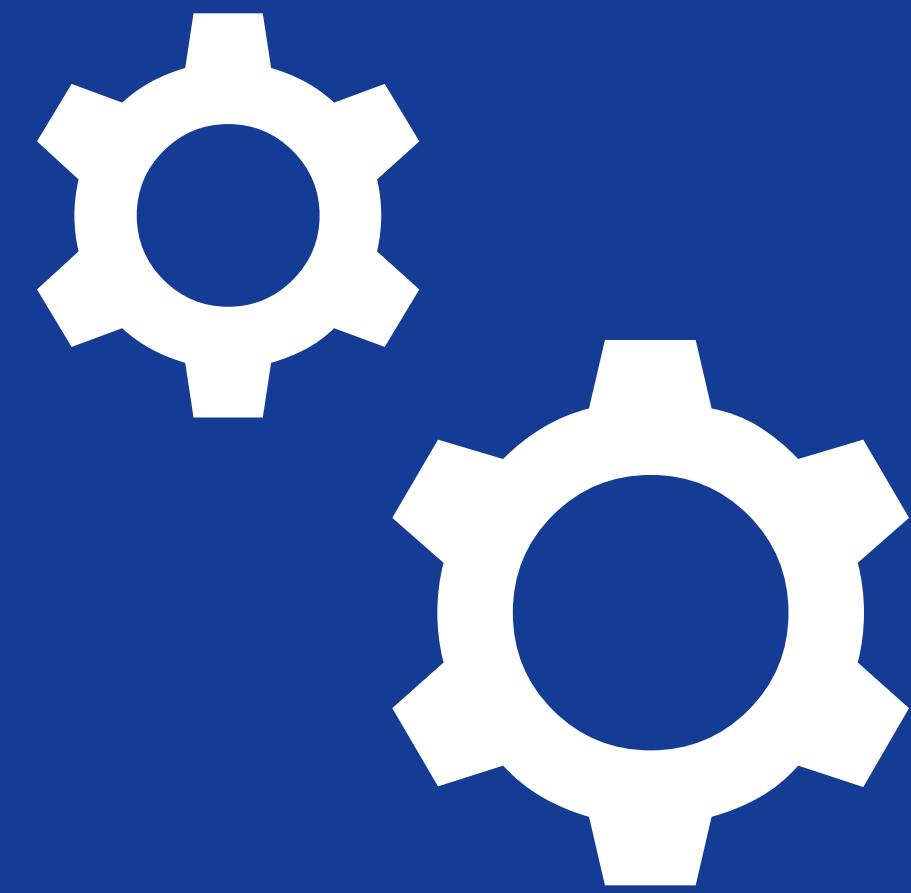
Event Discovery - Current user



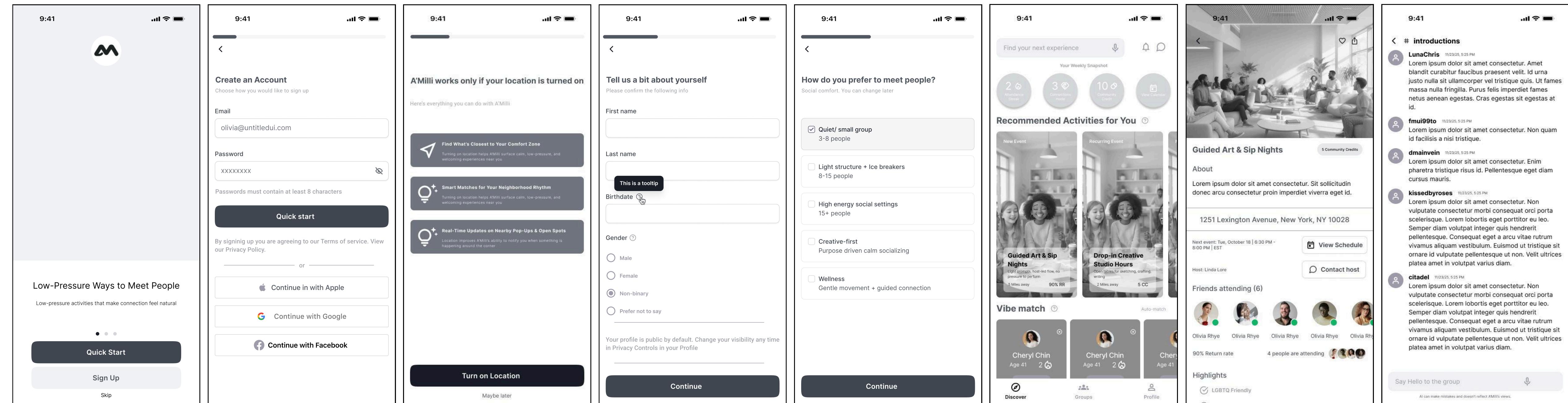
Event Streaks and Return Reminders

Gamified engagement with habit-forming rituals and gentle nudges to return

Develop



Low-fidelity wireframes



Value Prop. x3

Sign in

Location toggle

Basic information

Preference

Home

Activity

Chat

Design evolution considerations

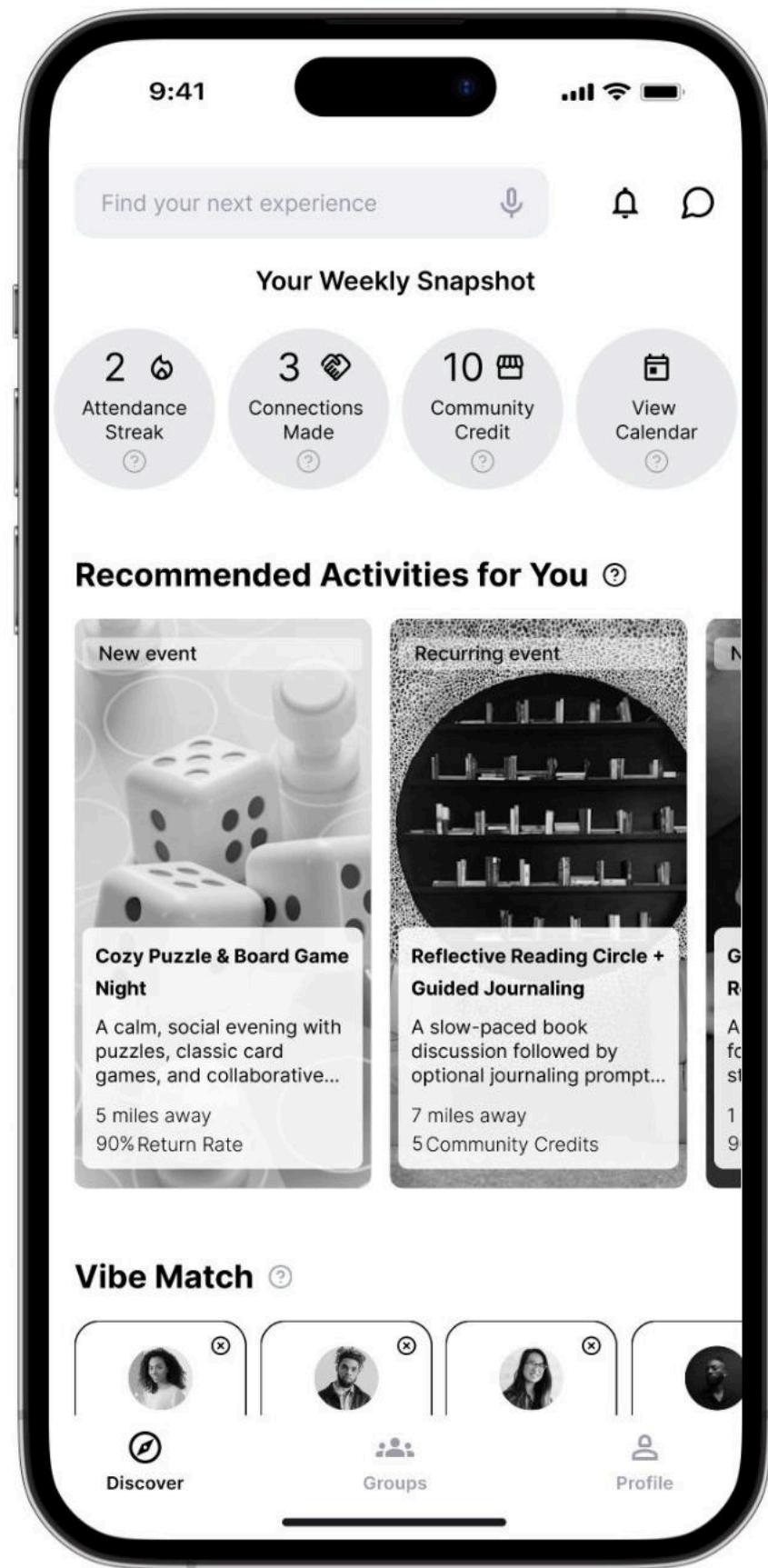
The image displays three mobile phone screens illustrating the design evolution of a discovery page, arranged horizontally with arrows indicating progression from left to right.

Lo-Fi (Left): This version shows early design elements. A callout points to the top navigation bar with the text "Early consideration for the user having a quick status update". Another callout points to the "Recommended Activities for You" section with the text "Large elongated cards showcase activities based on preference". A blue arrow points to the "Mid-Fi" screen.

Mid-Fi (Middle): This version shows intermediate design elements. A callout points to the top navigation bar with the text "Search bar was located at the top of the discovery page". Another callout points to the activity cards with the text "Increased font size for legibility throughout with information on activities". A blue arrow points to the "Hi-Fi" screen.

Hi-Fi (Right): This version shows the final design. A callout points to the top navigation bar with the text "Area code replaced the search bar to allow the user to find activities at their location instantly". Another callout points to the activity cards with the text "Included tool tips". A callout points to the bottom navigation bar with the text "Search bar is placed above the bottom nav. for accessibility following modern standards". A callout points to the activity cards with the text "Activity cards were given a new look with preference tags".

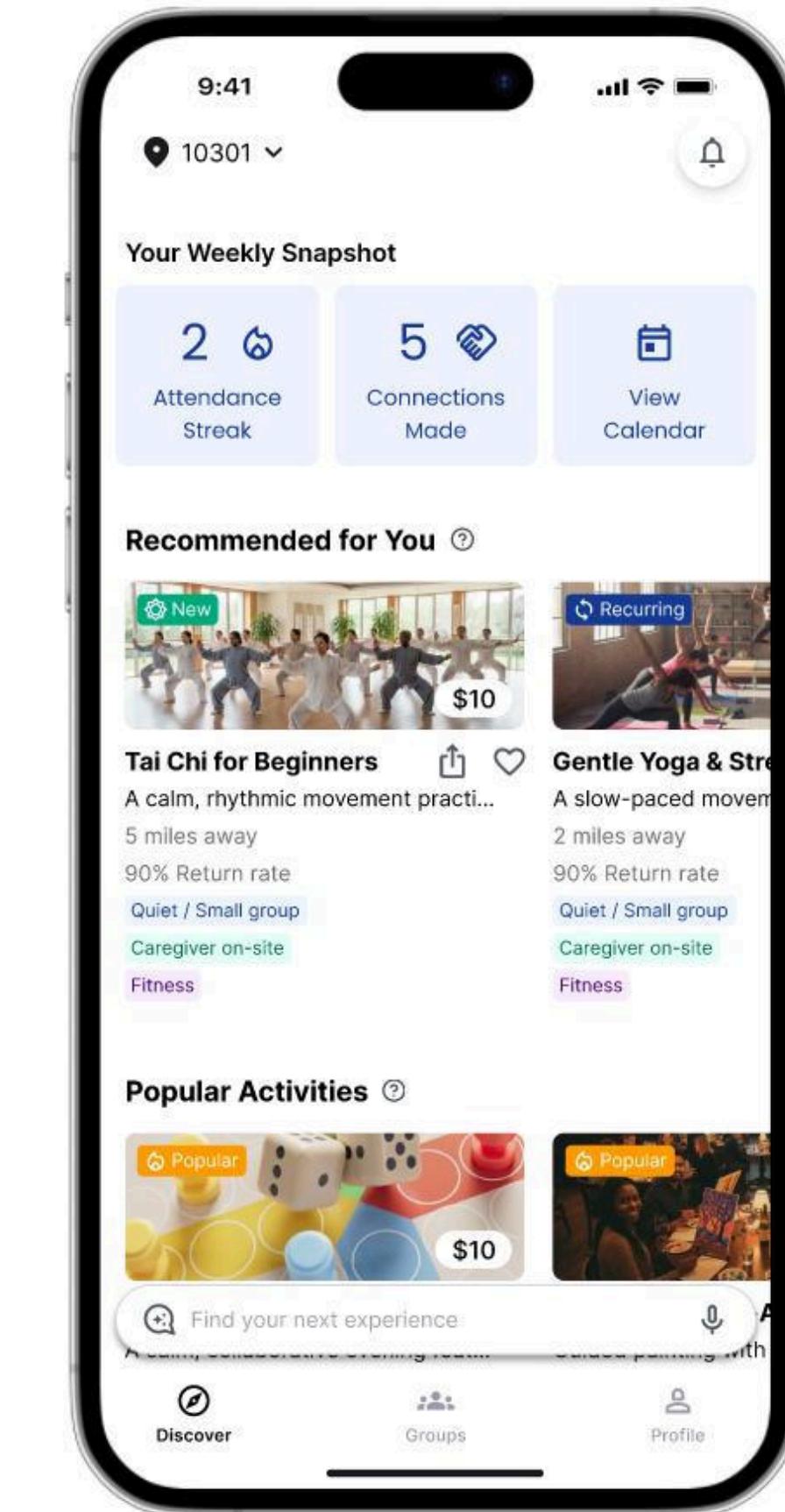
Dashboard content



BEFORE

Dashboard content order did not match returning-user expectations

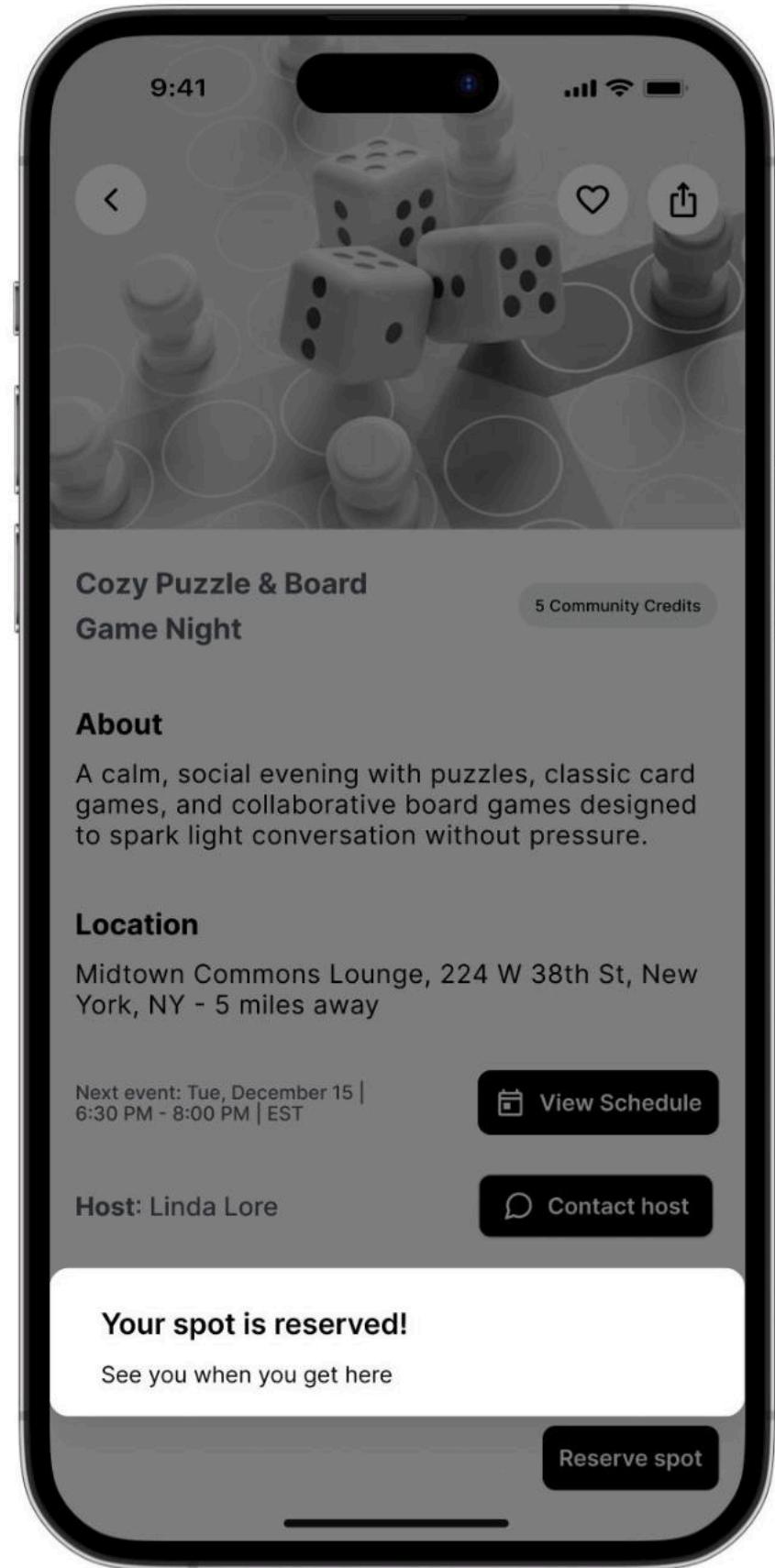
 "I think the popular activities should go up... and vibe match should come down."



AFTER

 Popular Activities now appears above Vibe Match. Recommended events have also been refined using onboarding personalization, with badges that reflect the same language.

Event reservation

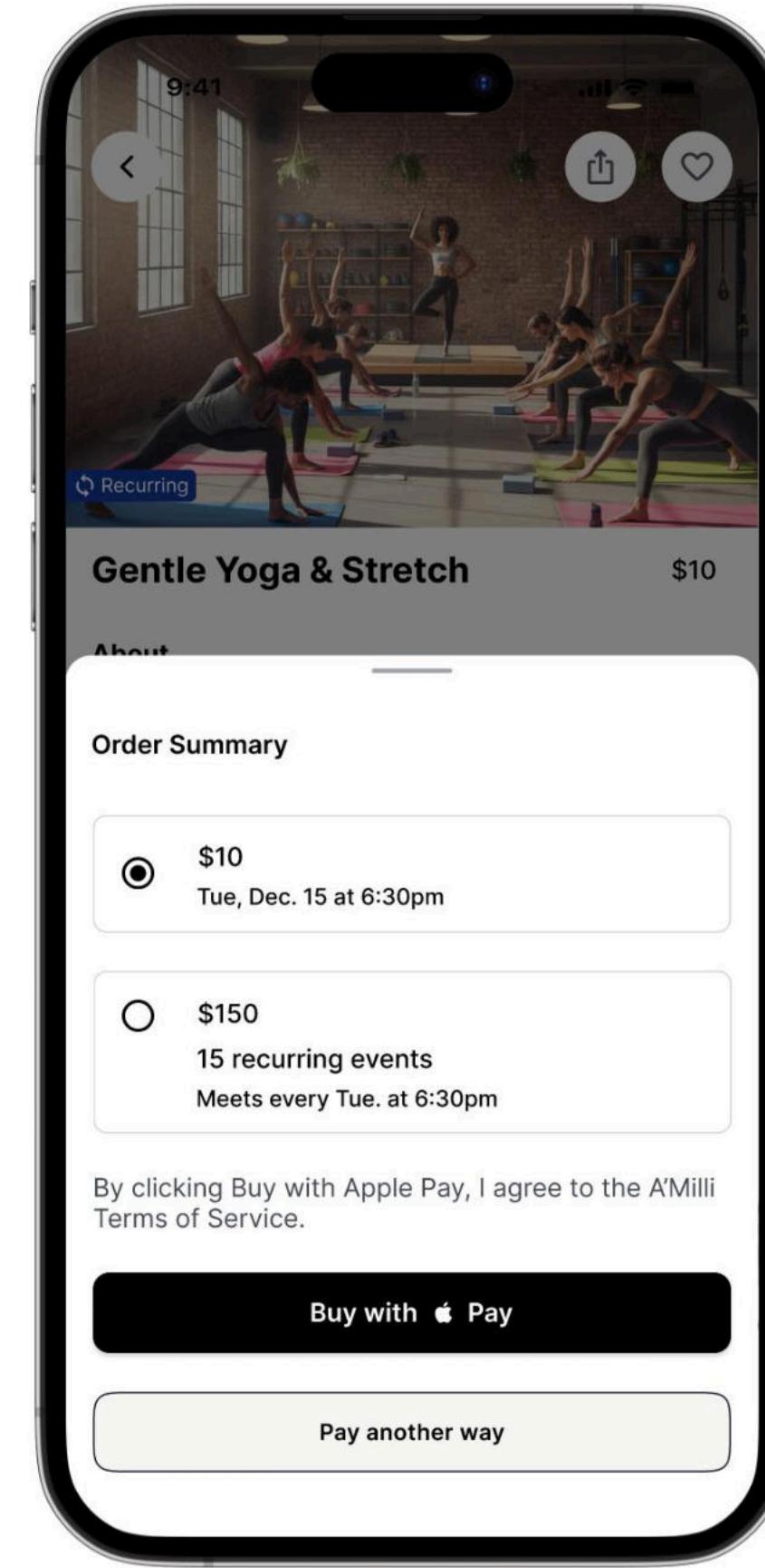


BEFORE

Event join confirmation was not consistently reassuring

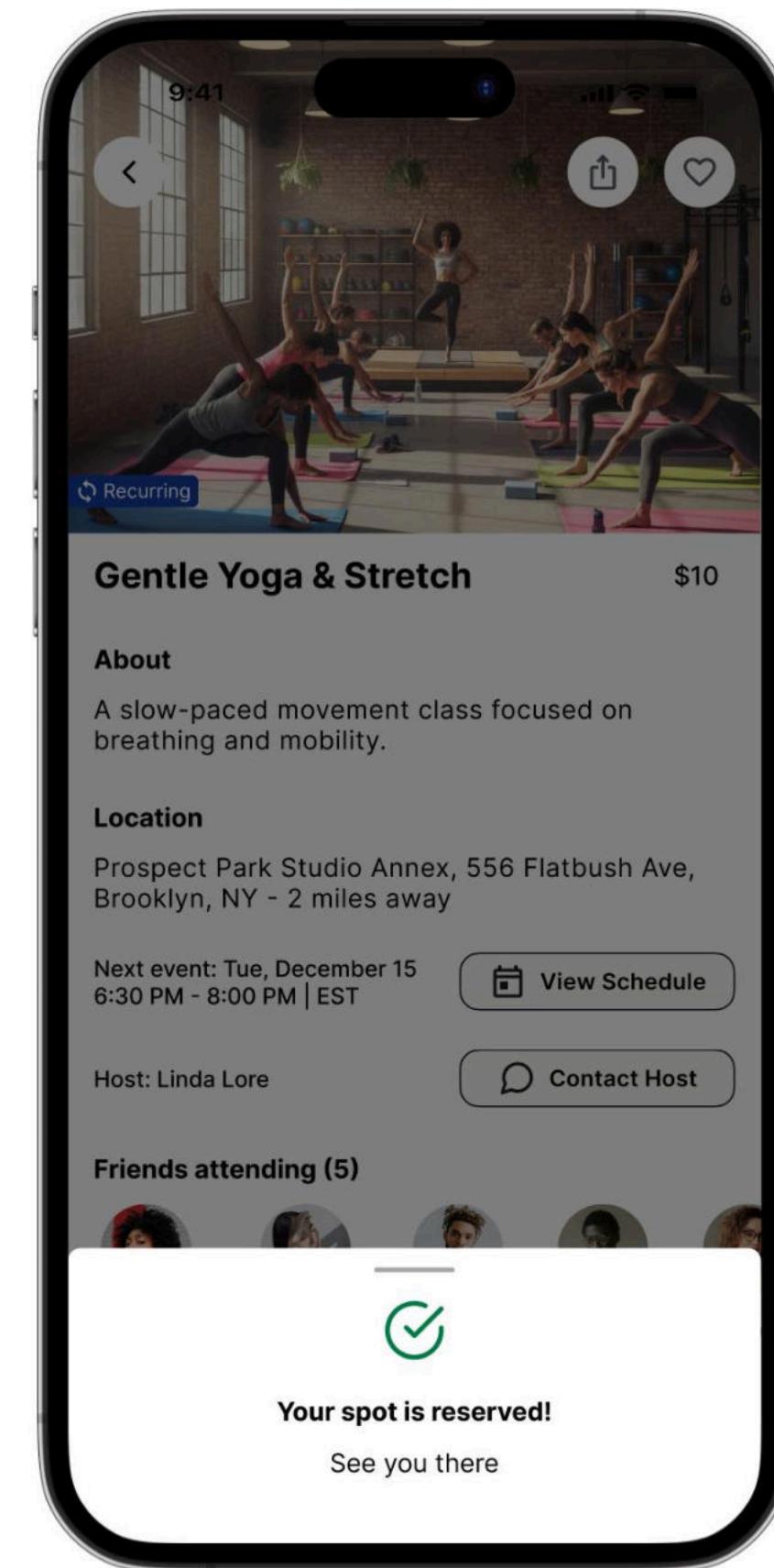


"I was a little confused if I actually did sign up(reserve)."



AFTER

 The reservation flow now includes an order summary and lets users choose between a single event or an all-recurring events package. Users can complete checkout with Apple Pay or another payment method, then receive a reservation confirmation once the purchase is complete.



Deliver



Final solution

Walkthrough Video



Constraints, Assumptions, Takeaways and Next steps

Constraints

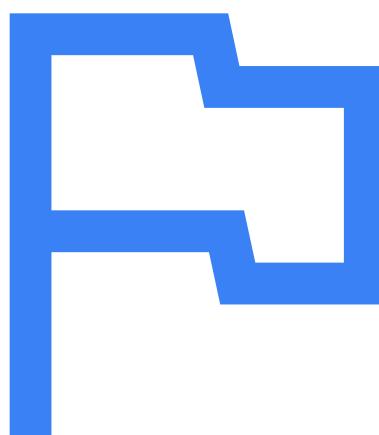
- This project was completed as a solo designer effort within a short fixed timeline while balancing other personal commitments.
- Learning how to manage conducting user interviews and usability tests and not get excited by asking leading questions
- Participant availability varied, requiring flexibility in scheduling interviews and usability sessions.
- Being mindful of scope creep

Assumptions

- Early concepts were treated as hypotheses, and required validation through research.
- Not all ideas could be carried through to execution due to time and prioritization trade-offs.

Takeaways

- Some features, including community credit incentives and expanded AI-driven personalization, were deferred.
- I chose to fully think through and refine a smaller set of core flows rather than designing many features at a surface level.
- Testing focused on primary user flows rather than edge cases or secondary personas.



Next steps

- Additional usability testing is needed to refine and validate the current user flow.
- Future iterations should explore additional screens supporting secondary use cases.
- Concepts like “community credits” and deeper AI integration remain strong candidates for future development once constraints are lifted.

Supporting documents

Desk Research

Competitive analysis

Screener Survey

Interview Guide

Interview Affinity Map

Interview Findings Summary

Personas

Journey Maps

User Flows

Wireframes

Prototype (Low/Mid)

Usability Testing Plan

Usability Test Findings

Prototype (Final)

Prototype Video

Case Study

Project Plan Proposal

Project Management Tool

References

Walia, S.K., & Jasrotia, A. (Eds.). (2021). *Millennials, Spirituality and Tourism* (1st ed.). Routledge. <https://doi.org/10.4324/9781003170631>

A Lonely Generation? Exploring the Geographies of Loneliness of Millennials in County Durham
<http://theses.ncl.ac.uk/jspui/handle/10443/6152>

Tay, I. Q., & Cohen, G. L. (2025). Improving social belonging, meaning, and mental health during COVID-19: A self-affirmation approach. *Emotion*, 25(5), 1317–1336. <https://doi.org/10.1037/emo0001498>
Improving social belonging, meaning, and mental health during COVID-19: A self-affirmation approach.

Sherman, D. W., Alfano, A. R., Alfonso, F., Duque, C. R., Eiroa, D., Marrero, Y., Muñecas, T., Radcliffe-Henry, E., Rodriguez, A., & Sommer, C. L. (2024). A Systematic Review of the Relationship between Social Isolation and Physical Health in Adults. *Healthcare*, 12(11), 1135. <https://doi.org/10.3390/healthcare12111135>
<https://www.mdpi.com/2814274>

Lucero JE, Emerson AD, Bowser T, Koch B. Mental Health Risk Among Members of the Millennial Population Cohort: A Concern for Public Health. *American Journal of Health Promotion*. 2020;35(2):266-270. doi:[10.1177/0890117120945089](https://doi.org/10.1177/0890117120945089)
Mental Health Risk Among Members of the Millennial Population Cohort: A Concern for Public Health

This review comes from a themed issue on Separation, Social Isolation, and Loss (2022); Edited by Gery C. Karantzas and Jeffry A. Simpson
<https://doi.org/10.1016/j.copsyc.2021.07.013>

<https://www.healthaffairs.org/content/forefront/improving-health-and-well-being-through-community-care-hubs?fbclid=IwAR2cAEKhKIDnc1LejmT7kXR8ivZsm0s39DbgUvYAF-g-UB3Y1n2AtlQHbZQ>
Improving Health And Well-Being Through Community Care Hubs

https://www.wsj.com/lifestyle/travel/private-clubs-are-bringing-a-members-only-experience-to-americas-midsize-cities-91662c59?st=h93goF&reflink=article_copyURL_share
Private Clubs Are Bringing a Members-Only Experience to America's Midsize Cities

<https://doi.org/10.1016/j.cities.2024.105448>
Public recreational facilities as catalyst for urban aging-in-place decision in developing countries

Sustainability of Makerspaces: Developing a Framework for Sustainable Community Innovation Centers
<https://dl.acm.org/doi/10.1145/3675761>

Equity in Access to Outdoor Recreation—Informing a Sustainable Future
Winter, P. L., Crano, W. D., Basáñez, T., & Lamb, C. S. (2020). Equity in Access to Outdoor Recreation—Informing a Sustainable Future. *Sustainability*, 12(1), 124. <https://doi.org/10.3390/su12010124>

The Aging Millennial: Mental health a growing concern
Pyrillis, R. (2019, July-August). The Aging Millennial: Mental health a growing concern. *Workforce*, 98(4), 17. https://link.gale.com/apps/doc/A595351890/AONE?u=nysl_oweb&sid=googleScholar&xid=64cf0997
https://go.gale.com/ps/i.do?id=GALE%7CA595351890&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=23312793&p=AONE&sw=w&userGroupName=nysl_oweb&isGeoAuthType=true&aty=geo

Platforms for re-localization. Communities and places in the post-pandemic hybrid spaces
Manzini, E., & Menichinelli, M. (2021). Platforms for re-localization. Communities and places in the post-pandemic hybrid spaces. *Strategic Design Research Journal*, 14(1), 351-360.
<https://research.aalto.fi/en/publications/platforms-for-re-localization-communities-and-places-in-the-post->

https://www.researchgate.net/publication/390577521_Recreational_activity_motivation_and_perceived_health_outcomes_in_recreation_from_men's_perspective
Recreational activity motivation and perceived health outcomes in recreation from men's perspective

A'Milli wouldn't be *just another platform* -

It will be a movement to restore genuine human connection in an age of digital isolation among Millennials and demonstrate a measurable impact on wellbeing and community formation.

Thanks A'Milli

